

ORDER



Orders
Order / Rev: 705412
Alt Order #: 06268608
Product Desc: NRCC IE
Estimate: 2973
Flight Dates: 09/28/12 - 10/04/12
Original Date / Rev: 08/08/12 / 08/08/12
Order Type: Political

KXTV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: National Media Research Planning
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: National Republican Cong. Committee
Demographic: A35-64
Product Codes: IS-Issue/Ballot,IS-Issue/Non
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	16	\$11,515.00	\$9,787.75
10/01/12	10/04/12	40	\$27,090.00	\$23,026.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$11,515.00	\$9,787.75	21.20
October 2012	40	\$27,090.00	\$23,026.50	52.90
Totals	56	\$38,605.00	\$32,814.25	74.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXTV	17%	\$38,605.00
Market	100%	\$227,088.24

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	15%	\$34,063.24
KFTL	0%	\$0.00
KMAX	7%	\$15,896.18
KOVR	30%	\$68,126.47
KQCA	6%	\$13,625.29
KSPX	0%	\$0.00
KTXL	25%	\$56,772.06
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	09/28/12	09/28/12	News10 @ 11pm	CM	11-1135p	----F--	:30	1	\$1,050.00	P-2	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			1			\$1,050.00		2.00			

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	09/28/12	09/28/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	----F--	:30	1	\$1,050.00	P-2	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,050.00		2.00			
E 2	KXTV	09/28/12	09/28/12	M-F 4-5p Ellen	CM	4p-5p	----F--	:30	1	\$900.00	P-1	1.50	NM	1	\$900.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$900.00		1.50			
E 3	KXTV	09/28/12	09/28/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	----F--	:30	1	\$190.00	P-1	0.50	NM	1	\$190.00
NW10 GD MRN 5A/NW10 GDMRN 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$190.00		0.50			
E 4	KXTV	09/28/12	09/28/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	----F--	:30	2	\$375.00	P-1	0.80	NM	2	\$750.00
NWS10 GOOD MRN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$375.00		0.80			
E 5	KXTV	09/28/12	09/28/12	M-F 630-7p Jeopardy	CM	630-7p	----F--	:30	1	\$2,000.00	P-1	2.50	NM	1	\$2,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,000.00		2.50			
E 6	KXTV	09/28/12	09/28/12	M-F 7-9am GMA 7-9am	CM	7-9a	----F--	:30	4	\$430.00	P-1	1.10	NM	4	\$1,720.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					4	\$430.00		1.10			
E 7	KXTV	09/28/12	09/28/12	Fri Prime A Shark Tank	CM	8-9p	----F--	:30	1	\$2,500.00	P-2	3.10	NM	1	\$2,500.00
SHARK TANK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,500.00		3.10			
E 8	KXTV	10/01/12	10/01/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	M-----	:30	1	\$1,050.00	P-3	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,050.00		2.00			
E 9	KXTV	10/01/12	10/01/12	M-F 4-5p Ellen	CM	4p-5p	M-----	:30	1	\$900.00	P-3	1.50	NM	1	\$900.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$900.00		1.50			
E 10	KXTV	10/01/12	10/01/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	M-----	:30	1	\$190.00	P-3	0.50	NM	1	\$190.00
NW10 GD MRN 5A/NW10 GDMRN 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$190.00		0.50			
E 11	KXTV	10/01/12	10/01/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	M-----	:30	2	\$375.00	P-3	0.80	NM	2	\$750.00
NWS10 GOOD MRN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$375.00		0.80			
E 12	KXTV	10/01/12	10/01/12	M-F 7-9am GMA 7-9am	CM	7-9a	M-----	:30	4	\$430.00	P-3	1.10	NM	4	\$1,720.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					4	\$430.00		1.10			
E 13	KXTV	09/29/12	09/29/12		CM	7-8a	-----S-	:30	1	\$300.00	P-1	0.70	NM	1	\$300.00

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KXTV

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Sat 7-8a Good Morning America GD MRN-SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$300.00 0.70														
E 14	KXTV	09/30/12	09/30/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p -----S	:30	1	\$1,050.00	P-2	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$1,050.00 2.00														
E 15	KXTV	09/30/12	09/30/12	News10 @ 5pm Sun News10 @ 5pm Sun	CM	5-530p -----S	:30	1	\$375.00	P-2	0.70	NM	1	\$375.00
NWS 10 AT 5.00 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$375.00 0.70														
E 16	KXTV	09/30/12	09/30/12	Sun News 8-9a News10 Sun @ 8a	CM	8-9a -----S	:30	2	\$340.00	P-4	1.10	NM	2	\$680.00
NWS10 GOOD MRN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 2 \$340.00 1.10														
E 17	KXTV	10/04/12	10/04/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p ---T---	:30	1	\$1,050.00	P-3	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 1 \$1,050.00 2.00														
E 18	KXTV	10/04/12	10/04/12	M-F 4-5p Ellen	CM	4p-5p ---T---	:30	1	\$900.00	P-3	1.50	NM	1	\$900.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 1 \$900.00 1.50														
E 19	KXTV	10/04/12	10/04/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a ---T---	:30	1	\$190.00	P-3	0.50	NM	1	\$190.00
NW10 GD MRN 5A/NW10 GDMRN 530 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 1 \$190.00 0.50														
E 20	KXTV	10/04/12	10/04/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a ---T---	:30	2	\$375.00	P-3	0.80	NM	2	\$750.00
NWS10 GOOD MRN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 2 \$375.00 0.80														
E 21	KXTV	10/04/12	10/04/12	M-F 630-7p Jeopardy	CM	630-7p ---T---	:30	1	\$2,000.00	P-3	2.50	NM	1	\$2,000.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 1 \$2,000.00 2.50														
E 22	KXTV	10/04/12	10/04/12	M-F 7-9am GMA 7-9am	CM	7-9a ---T---	:30	4	\$430.00	P-3	1.10	NM	4	\$1,720.00
GD MRN AMR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 4 \$430.00 1.10														
E 23	KXTV	10/02/12	10/02/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p -T-----	:30	1	\$1,050.00	P-3	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$1,050.00 2.00														
E 24	KXTV	10/02/12	10/02/12	M-F 4-5p Ellen	CM	4p-5p -T-----	:30	1	\$900.00	P-3	1.50	NM	1	\$900.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$900.00 1.50														
E 25	KXTV	10/02/12	10/02/12		CM	5-6a -T-----	:30	1	\$190.00	P-3	0.50	NM	1	\$190.00

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Product Desc:	NRCC IE
Estimate:	2973

KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6am News10 Good Morning @ 5am										
NW10 GD MRN 5A/NW10 GDMRN 530														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----		1		\$190.00		0.50				
E 26	KXTV	10/02/12	10/02/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a -T-----	:30	2	\$375.00	P-3	0.80	NM	2	\$750.00
NWS10 GOOD MRN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----		2		\$375.00		0.80				
E 27	KXTV	10/02/12	10/02/12	M-F 630-7p Jeopardy	CM	630-7p -T-----	:30	1	\$2,000.00	P-3	2.50	NM	1	\$2,000.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----		1		\$2,000.00		2.50				
E 28	KXTV	10/02/12	10/02/12	M-F 7-9am GMA 7-9am	CM	7-9a -T-----	:30	4	\$430.00	P-3	1.10	NM	4	\$1,720.00
GD MRN AMR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----		4		\$430.00		1.10				
E 29	KXTV	10/03/12	10/03/12	Wed Prime C Nashville	CM	10-11p --W----	:30	1	\$2,700.00	P-3	4.90	NM	1	\$2,700.00
NASHVILLE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----		1		\$2,700.00		4.90				
E 30	KXTV	10/03/12	10/03/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p --W----	:30	1	\$1,050.00	P-3	2.00	NM	1	\$1,050.00
NWS 10 AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----		1		\$1,050.00		2.00				
E 31	KXTV	10/03/12	10/03/12	M-F 4-5p Ellen	CM	4p-5p --W----	:30	1	\$900.00	P-3	1.50	NM	1	\$900.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----		1		\$900.00		1.50				
E 32	KXTV	10/03/12	10/03/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a --W----	:30	1	\$190.00	P-3	0.50	NM	1	\$190.00
NW10 GD MRN 5A/NW10 GDMRN 530														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----		1		\$190.00		0.50				
E 33	KXTV	10/03/12	10/03/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a --W----	:30	2	\$375.00	P-3	0.80	NM	2	\$750.00
NWS10 GOOD MRN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----		2		\$375.00		0.80				
E 34	KXTV	10/03/12	10/03/12	M-F 7-9am GMA 7-9am	CM	7-9a --W----	:30	4	\$430.00	P-3	1.10	NM	4	\$1,720.00
GD MRN AMR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----		4		\$430.00		1.10				
E 35	KXTV	10/03/12	10/03/12	Wed Prime A Middle/Suburgatory	CM	8-9p --W----	:30	1	\$1,950.00	P-3	3.00	NM	1	\$1,950.00
MIDDLE/SUBURG														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----		1		\$1,950.00		3.00				
Totals												56	\$38,605.00	